RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 22, 1997

RJR Account #679995
D. Hurry
SONBYRNE

OCTOBER WINSTON B2GF CAP / PROMOTION #700927

Dear Dan:

WINSTON regular product has been ordered (see quantities listed below), as well as **24** skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11906	*Light Box*	6M	**2**
12300-11212	*Full Flavor Box*	12M	**1**

PO #091597

Product / Premium Arrival:	**September 15, 1997**
Ship Date to Retail:	**Week of: September 23, 1997**
SKU CUBE:	**2.5480**
SKU WT (w/o Product):	**8.2000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$1,418.34**
Non-EFT $ Amount:	**$N/A**

51854 9000

Source: https://www.industrydocuments.ucsf.edu/docs/xrxn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free ***Winston 'No Bull' Cap***.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$44.80 (1.6 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: D. Keeney

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

51854 9001

Source: https://www.industrydocuments.ucsf.edu/docs/xrxn0000

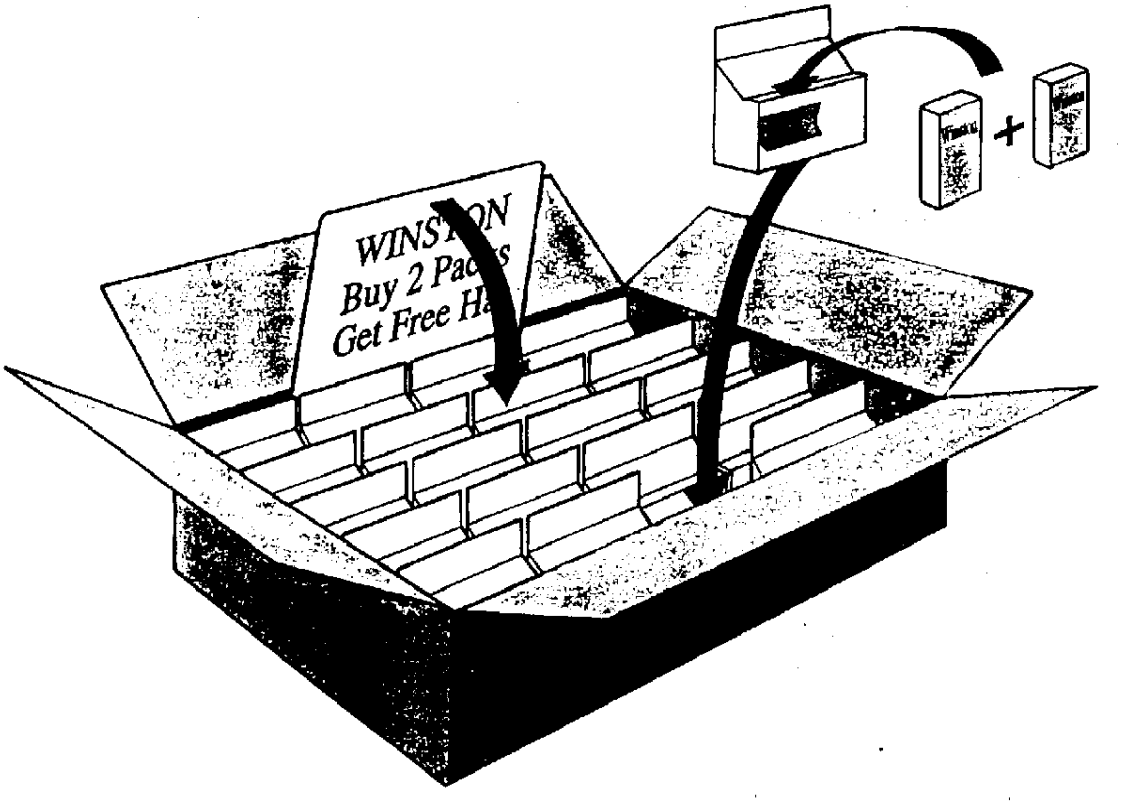
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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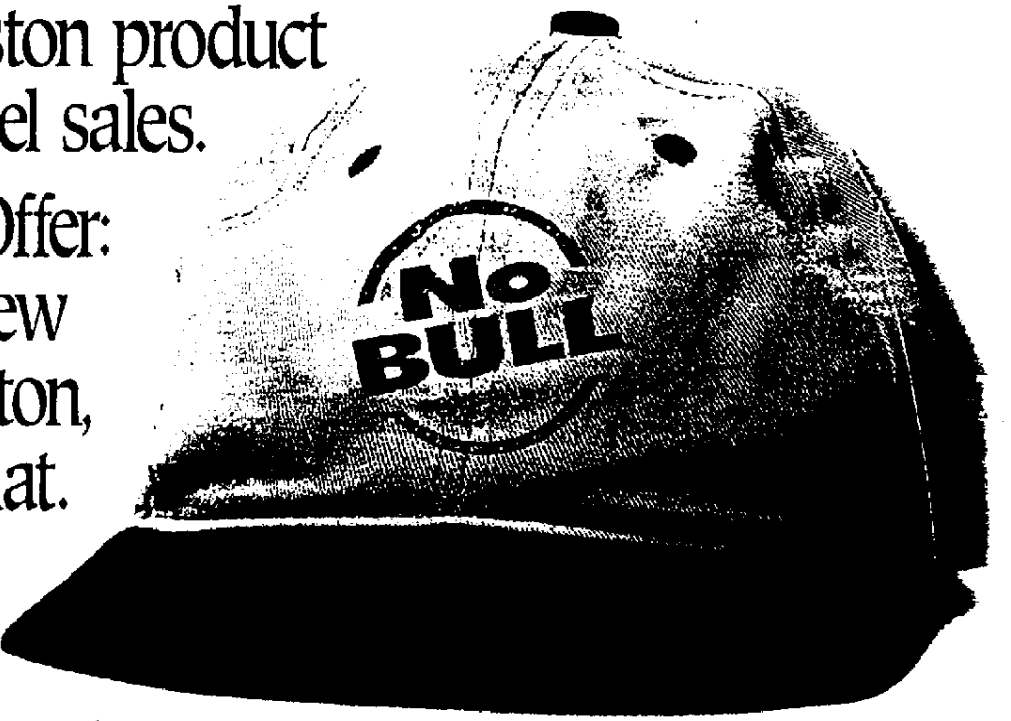
Item: # 529301
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	LIGHT Box	ff Box				
Number of Cartons	2	2				

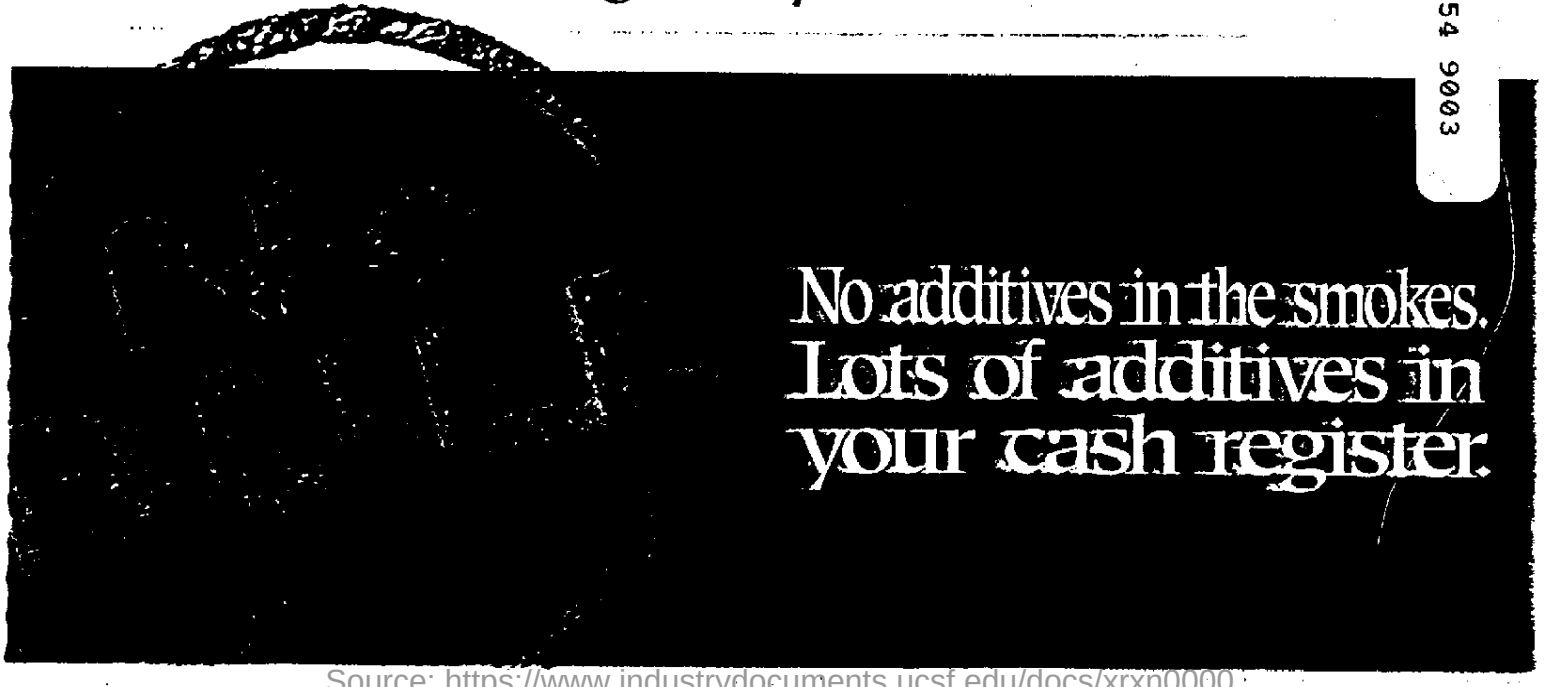
Source: https://www.industrydocuments.ucsf.edu/docs/xrxn0000

The right premium caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



51854 9003



No additives in the smokes. Lots of additives in your cash register.

Source: https://www.industrydocuments.ucsf.edu/docs/xrxn0000

WHOLESALER : 579995 SONBYRNE SALES, INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162238	172781	BYRNE DAIRY #10	BRIDGE ST	OSWEGO	NY	13126	2		1160-0000	TEST	(315)475-2111
162202	162238	172829	BYRNE DAIRY #18	JEFFERSON ST	PULASKI	NY	13142	2		1160-0000	TEST	(315)475-2111
162202	162232	172904	BYRNE DAIRY #30	48 JORDAN ST	SKANEATELES	NY	13152	2		1160-0000	TEST	(315)685-8404
162202	162230	172975	BYRNE DAIRY #20	ROUTE 57	LIVERPOOL	NY	13088	2		1160-0000	TEST	(315)475-2111
162202	162238	439947	BYRNE DAIRY #61	8319 MAIN ST	CICERO	NY	13039	2		1160-0000	TEST	(315)699-3504
162205	162237	172971	BYRNE DAIRY #15	KIRSCH DR & RT 11	MATTYDALE	NY	13211	2		1160-0000	TEST	(315)454-4577
162205	162237	173035	BYRNE DAIRY #07	3000 JAMES ST	SYRACUSE	NY	13206	2		1160-0000	TEST	(315)437-4862
162206	162233	171402	BYRNE DAIRY #32	39 E MAIN ST	NORWICH	NY	13815	2		1160-0000	TEST	(315)475-2111
162206		173039	BYRNE DAIRY #23	WEST MANLIUS ST	EAST SYRACUSE	NY	13057	2		1160-0000	TEST	(315)437-5278
162604	162630	432034	BYRNE DAIRY #59	DEWEY-STONE PLAZA	ROCHESTER	NY	14616	2		1160-0000	TEST	(716)865-4378
162605	162624	088378	BYRNE DAIRY #46	254 S. MAIN ST.	CANANDAIGUA	NY	14424	2		1160-0000	TEST	(716)394-2678
162605	162624	557273	BYRNE DAIRY #54	230 W UNION ST	NEWARK	NY	14513	2		1160-0000	TEST	

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 24

51854 9004

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